

Consider larger type for your publications...

Copresco's Sure-Fire Way to Boost Readership

If you could do one thing that would guarantee increased readership, would you do it?

How about if it was free, effortless, and had no negative side effects?

What is this magic bullet? Increase your font size. What could be easier?

E-book Advantage

Since the launch of the Kindle, most of the so-called "advantages" of e-reading have proven to be more disadvantages, hence the dramatic flattening of ebook sales.

There is one area often cited, however, in which e-books have a clear advantage over print: the ability to increase the point size of the type for easier reading.

Perhaps this is why e-books have been largely ignored by young people. They don't need larger type, but their parents do!

Survey Confirmation

A study last year by e-reader manufacturer Kobo of its customers and the competition revealed that e-book sales are largely fueled by women over 45 and men over 65. A survey by Nielsen confirmed these findings.

Specs Required

Older readers routinely use reading glasses and magnifying lenses to render small typefaces readable, but why ask your readers to do extra work?

Bumping up your type size one or two points makes a huge difference in readability.

See for Yourself

It is easy to compare type sizes by looking at the sentences below.

This is 10 point type.

This is 11 point type.

This is 12 point type.

Good for All Ages

Even younger, sharper eyes still find bigger type easier to read, hence the use of larger font sizes in children's books.

Whether you are publishing a book, a magazine, a catalog, or an instruction manual, give careful consideration to the needs of the 40% of the American population that is over 45 years old.

Cuban Visitors Tour Plant

Copresco welcomed visitors from the nearby nation of Cuba for a tour of our plant facilities.

Trade Agreement

The encounter was a reciprocal gesture for the hospitality received last autumn when Copresco President Steve Johnson visited several cities in Cuba.

A Hill to Climb

During his trip, Steve spent some time in local libraries and bookstores and learned that Cuba has a long way to go to catch up with modern book production technology.

"Hardcover books are rarely seen. Most books are paperbacks, even in libraries," Steve observed.

Welcome Mat Is Out

Copresco enjoys welcoming guests to our premier digital printing plant.



Steve Johnson discusses a project with our Cuban visitors (l. to r.) Kurt and Marla Parent and Rev. Jose and Dania Padin.



Sean Reese trims a stack of book covers on Copresco's new paper cutter that can handle 27-1/2" long client projects.

Staying on the Cutting Edge

Copresco has updated its bindery with the installation of a Triumph paper cutter.

Keeping Pace

"The new programmable system, larger than our old cutter, was needed to keep pace with 27 1/2" maximum sheet size of our newest color digital press," says Copresco Production Manager Lynn Buck.

Not Finished 'Til It's Finished

"Having the latest and greatest digital printing technology is all well and good," Steve Johnson added. "But, unless there are equivalent high-tech investments made in the bindery, all you're doing is making pretty pictures."

Right on the Money

Copresco knows your books, publications, manuals, and catalogs aren't completed until they are printed, bound, packaged and delivered.

So, when you need more than just pretty pictures, call the company that has the equipment, know-how and staff to deliver your project right—and right on time.

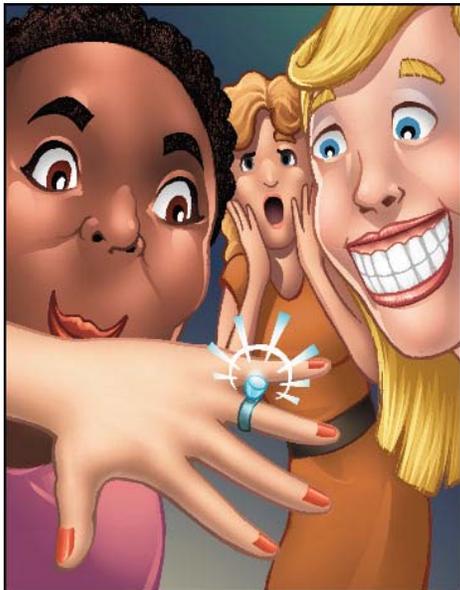
Call Copresco.

www.copresco.com • (630) 690-2000

“An abstract noun is something you can imagine, but you can’t actually touch,” the teacher said. Can you give me an example?” “Sure,” a boy replied. “My dad’s model trains.”



A woman was relating to her friends how, on his deathbed, her husband had given her three envelopes. On the first



was written “For the Casket.” Inside was \$5,000, with which she bought a very nice casket. On the second envelope was written “For the Expenses,” and it contained \$4,000 with which she paid all the bills from her husband’s funeral. The third envelope said “For the Stone,” and had \$3,000 in it. She then waved her left hand out in front of her friends and said, “Isn’t it beautiful?”



Q. How is a baseball game like a cake?
A. Its success depends on the batter.

“Has your son decided what he wants to be when he grows up?” a friend asked. “He says he wants to be a garbage collector,” replied the boy’s father. “That’s an unusual ambition.” “Well,” said the father, “it’s because he thinks they only work on Tuesdays.”



“My husband and I have a great relationship,” a woman told her friend over lunch one day. “He was a communications major and I have a degree in theater arts. He always speaks well, and I act like I’m listening.”



A little girl was helping grandpa dig for fishing worms. She discovered a many-legged creature, and dangled it



proudly before his eyes. “We can’t use him for bait,” he said. “He’s not an earthworm.” “He’s not?” she replied, studying the bug with care. “What planet is he from?”

Coming out of church Mrs. Smith asked her husband, “Do you think that Johnson girl is tinting her hair?” “I didn’t even see her,” admitted Mr. Smith. “And that dress Mrs. Davis was wearing,” she continued, “don’t tell me you think that’s the proper outfit for a mother of two.” “I’m afraid I didn’t notice,” said Mr. Smith. “Oh, for Heaven’s sake!” snapped Mrs. Smith. “A lot of good it does you to go to church.”



Signs We Have Seen:

On an electrician’s truck: Let us remove your shorts.

On a plumber’s truck: Don’t sleep with a drip. Call Your Plumber.



Sometimes you can try too hard and be too good. My brother got kicked out of the Army—they say he didn’t show up for camouflage class.

Overnight Lite is published monthly by Copresco for the edification and amusement of our clients and friends.

Subscriptions: Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit www.copresco.com/lite.htm

Submissions: Reader comments, suggestions and submissions of both humorous and technical material are welcomed. Submissions will be fully credited if requested.

Postmaster: Send address corrections to Copresco’s *Overnight Lite*, 262 Commonwealth Dr., Carol Stream, IL 60188

Copyright: All contents ©2017 Copresco. All rights reserved.
ISSN 1930-2274

Copresco
262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>